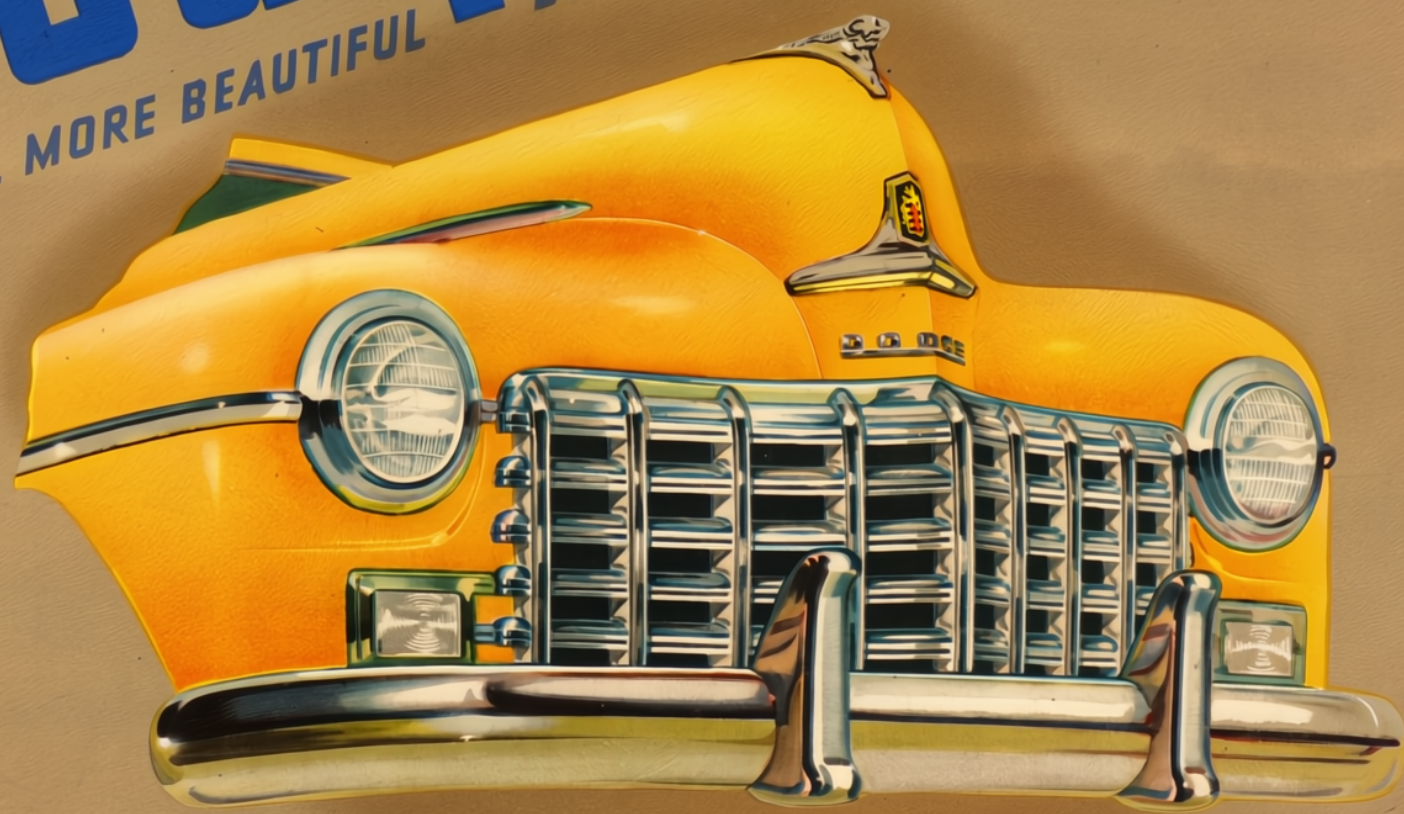


THE DE LUXE AND SPECIAL DE LUXE

Dodge

STILL MORE BEAUTIFUL

DEPENDABLE AS EVER



DODGE

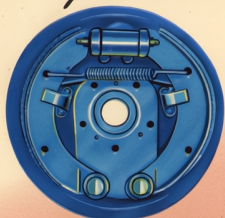
Engineering

FAMOUS FOR OVER 30 YEARS

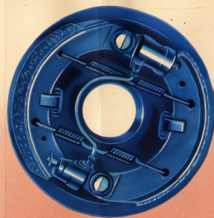
The Greatest Brake Improvement since 1924!

You will be amazed at the efficiency of these new brakes the first time you drive a new Dodge. A light touch on the pedal immediately gives you sure, smooth brake action, at all car speeds; and gentle foot pressure holds the car smoothly and evenly as you ease down the steepest hills.

The new-type 2-cylinder front brakes and the improved rear brakes, greatly increase control and stopping power, and actually reduce the needed foot pressure by twenty-five to thirty per cent. Brake linings last longer than ever. The new-type brakes are the most important advance in brakes since 1924, when four-wheel, equal-pressure hydraulic brakes were introduced.



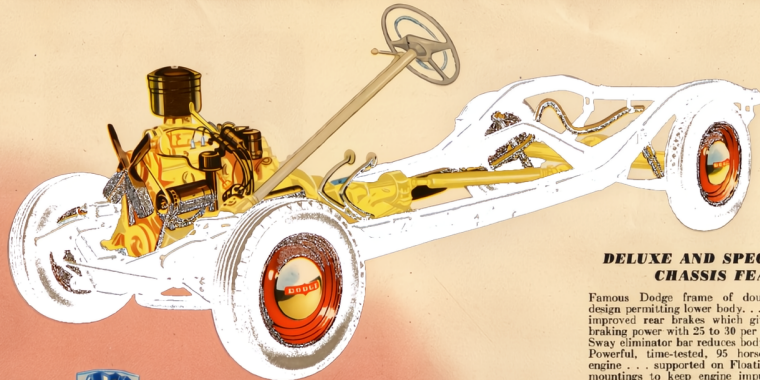
Improved rear brake with greater pressure, increased effectiveness.



New-design front brake (right shown). Separate cylinder for each shoe.



A special filter in the gas tank cleans gas before it leaves the tank, eliminating plugged gas-lines. No service is required on the filter as the filter element is kept clean by the action of the gas in the tank, sediment being collected in a sump.

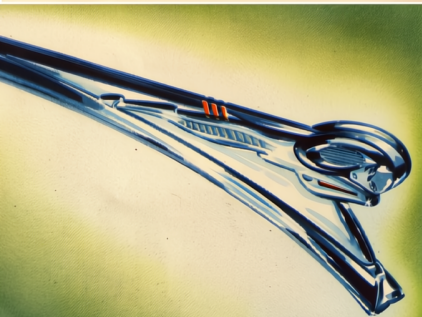


DELUXE AND SPECIAL DELUXE CHASSIS FEATURES

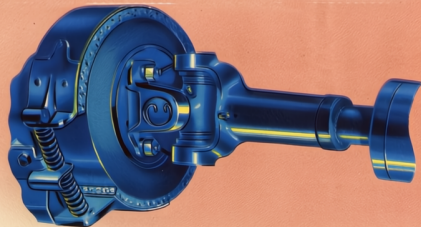
Famous Dodge frame of double-channel box-section design permitting lower body. . . . New front brakes and improved rear brakes which give much more effective braking power with 25 to 30 per cent. less pedal pressure. Sway eliminator bar reduces body side sway and roll. . . . Powerful, time-tested, 95 horse-power, L-head Dodge engine . . . supported on Floating Power rubber engine mountings to keep engine impulses from reaching car passengers. . . . New design oil pump ensures positive lubrication throughout the range of engine operation. . . . Intake manifold change shortens warm-up period. . . . Improved rear axle ring gear and pinion. . . . New wiring harness with special non-burning water-proof covering. . . . more rugged universal joint assembly. . . . Dodge oil filter, oil-bath air cleaner and floating oil intake which draws clean oil from the top of the oil reserve. . . . Exhaust valve seats cooled by direct water jets. . . . Full force-feed lubrication.



The new-design intake manifold provides faster engine warm-up and maximum horse power under all conditions. Its greater heating surface improves atomization of fuel and air and gives more even distribution of fuel to the cylinders.



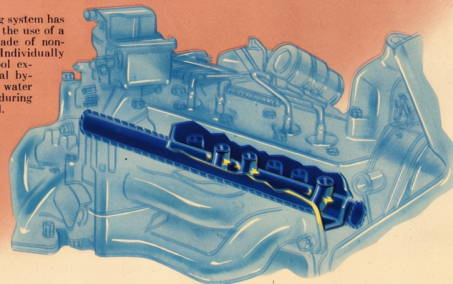
Metal enclosed cross and roller type universal joints give longer trouble-free life to propeller shafts. There are no boots to be damaged and lubrication is simplified by the provision of an external lubricant fitting on the joint.



New rotor type oil pump provides a greater flow of oil and maintains higher oil pressure at low engine speeds. The new pump is driven off the camshaft and has an inner and an outer rotor in the pump body instead of gears.

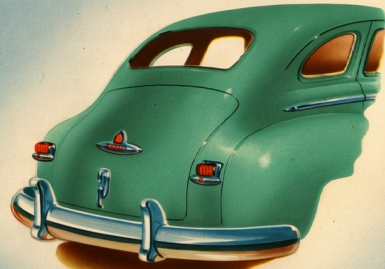


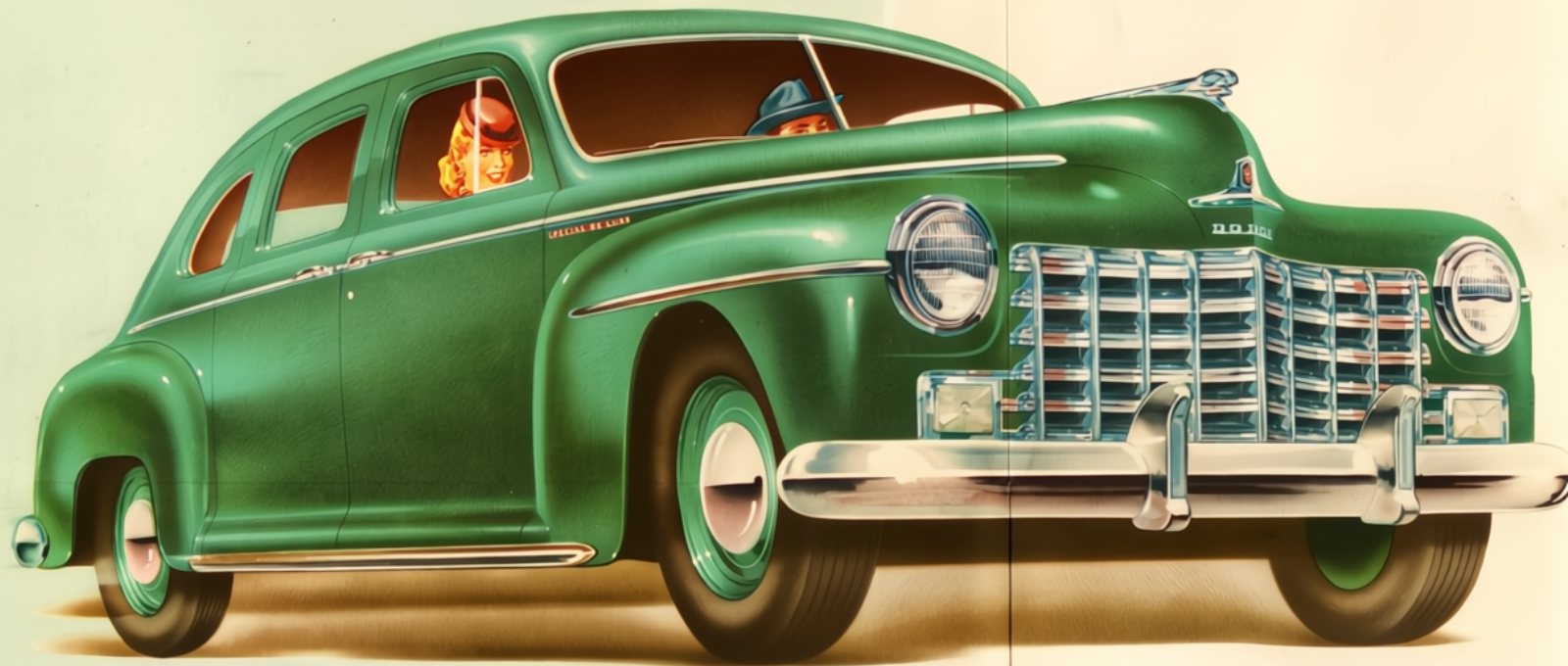
The efficient Dodge cooling system has been further improved by the use of a water distributor tube made of non-corrosive material. Individually directed jets of water cool exhaust valve seats. Special by-pass thermostat circulates water in cylinder block only, during the engine warm-up period.



34 NEW FEATURES ADD TO

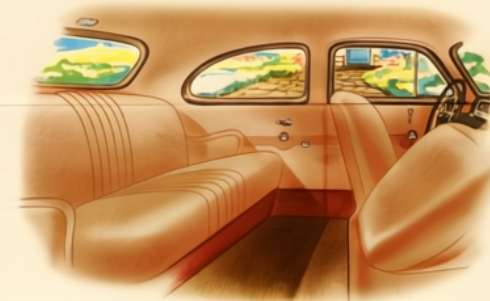
DODGE DEPENDABILITY





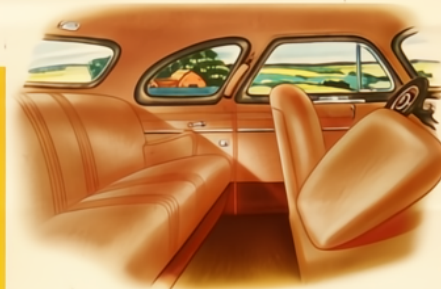
**INTERIOR . . . SPECIAL DELUXE
4-DOOR SEDAN**

You can relax in the deep, wide seats of the new Dodge—there's plenty of head and leg room. You'll like the distinctive styling of the interior, its smart new, two-tone upholstery.



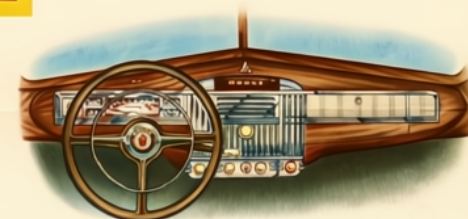
**INTERIOR . . . DELUXE 2-DOOR
SEDAN**

Special new protective covering on lower part of door trim panels prevents scuffing. Fully adjustable front seat rises as it comes forward.



**INTERIOR . . . SPECIAL DELUXE
CLUB COUPE**

Wide doors, and the movable backs of both front seats give easy access to the rear seat of the New Dodge Special De Luxe Club Coupe.



**INSTRUMENT PANEL . . . SPECIAL
DELUXE**

The smart new instrument panel gleams with sparkling chrome and colorful plastics. Re-grouping of instruments and new 3-spoke steering wheel make all dials easily readable. A finger touch to the handy starter button on the instrument panel, and you're ready to go.

A Big Luxury Car - THE NEW DODGE - MORE BEAUTIFUL THAN EVER

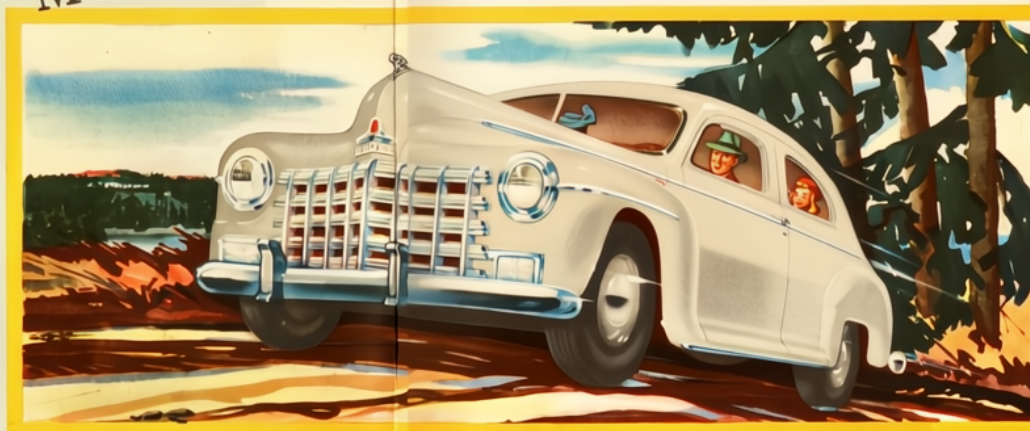
In these Popular Body Types...

**DELUXE
Models**

**SPECIAL
DELUXE
Models**

4-DOOR SEDAN
2-DOOR SEDAN
BUSINESS COUPE

4-DOOR SEDAN
2-DOOR SEDAN
CLUB COUPE



Thirty-four new features and improvements have been added to time-tested Dodge engineering and design to give you the finest low-priced car ever built by Dodge. Traditional Dodge Dependability, Long Life and Low Upkeep are built into this new car to give you many thousands of miles of economical, trouble-free operation.

You'll want to own this new Dodge as soon as you see its low, massive body . . . its sparkling chrome . . . its new, lustrous enamel finish. You'll know it is the finest low-priced Dodge ever built when you slide in and handle it in traffic and on the highway.

See it today at your local Dodge dealers . . . drive it . . . compare it . . . and you'll be convinced.



DODGE DEPENDABILITY *with LONG LIFE and LOW UPKEEP!*

Dodge DeLuxe and Dodge Special DeLuxe

SPECIFICATIONS

AXLE, FRONT—Independent coil spring front wheel suspension, wishbone type very flexible spring action controlled by direct double acting telescopic shock absorbers. Front sway bar.

AXLE, REAR—Ratio 3.9 to 1. Semi-floating with one-piece, two pinion differential case, mounted on tapered roller bearings. Nickel Molybdenum hypoid gears, one-piece forged drive pinion and shaft mounted on two tapered roller bearings. Amola axle shafts mounted on two tapered roller bearings. All tapered roller bearings are fully adjustable.

BODIES—Safety steel with seamless top, braced, ribbed and welded into one complete unit for strength. Thoroughly insulated for quietness, drip mouldings integral, safety glass throughout, running boards concealed. Both front doors may be locked from outside. Swing type ventilating windows.

BRAKES, SERVICE—Time-tested hydraulic internal self-equalizing four-wheel brakes, 10" diameter, weatherproof cast iron brake drums with cast-in steel backs, moulded brake shoe facings. Front wheel brake shoes actuated by individual cylinders.

BRAKE, PARKING—Independent in operation, 6" drum at rear of transmission, 2" external contracting brake band equalized through differential gears.

CARBURETOR—Down-draft equipped with oil-bath air cleaner and intake silencer. Accelerator pump. Fast engine idle controlled by choke-actuated cam.

CLUTCH—Single dry disc type with torsion springs around hub for smooth get-away and absorbs torsional vibration in drive line. Clutch housing ventilated.

CHASSIS LUBRICATION—Pressure grease system.

COOLING SYSTEM—Cooling capacity (3½ Imperial gallons). Full length water jacket on engine block, water distributor tube full length of block directs water flow around exhaust valve seats. Circulation control by special by-pass thermostat, an unusual construction which circulates water in cylinder block only during warming-up periods. This contributes to long engine life, greater fuel mileage and greater oil economy. Cellular radiator core cooled by four-blade fan driven by endless V-belt.

ENGINE—Horse-power 95. Displacement 218 cubic inches. Compression ratio 6.5 to 1. I-Head type. Full length water jackets. Exhaust valve seats cooled by direct circulation from water distributor tube. Automatic manifold heat control. Alloy steel inserted exhaust valve seats. Crankshaft drop forged from special high carbon steel, statically and dynamically balanced, seven counterweights. Crankshaft and connecting rod bearings, steel backed, removable, precision type. Pistons cam ground U slot, aluminum alloy, stannic coated with four rings, of which the two compression rings are stannic coated. Vibration damper on Special De Luxe models only.

ENGINE LUBRICATION—Force feed from rotor type oil pump to crankshaft, connecting rod and camshaft bearings. All other working parts lubricated by positive spray under pressure from small metered hole in each connecting rod bearing, also from crankshaft and camshaft. Timing chain lubricated by direct oil leads. Oil capacity 4 Imperial quarts. Oil filter, crankcase ventilation.

ELECTRICAL SYSTEM—15-plate battery, 6-volt, 95-ampere hour capacity, generator belt driven, ventilated with automatic current and voltage regulation. Ignition distributor timing fully automatic, controlled by centrifugal weights and manifold vacuum, spark plugs 14 M.M., all cables heat resistant and waterproof. Coil mounted on engine to improve radio suppression. Hand control starting motor with push button on instrument panel.

FINAL DRIVE—Hotchkiss type—Tubular propeller shaft statically and dynamically balanced. Universal joints are of cross type design with needle bearings fully enclosed.

FRAME—6" side members of box section construction. Very rigid both in beam and torsional strength. Side channels follow contour of body.

FUEL SYSTEM—Fuel is drawn from supply tank by fuel pump driven off camshaft. Fuel tank capacity 14 Imperial gallons,

mounted at rear of car with sediment collecting sump. Fuel filter self-cleaning located in fuel tank.

SUSPENSION—Front coil springs, rear spring semi-elliptic grooved plates with tapered ends, Amola steel with metal covers on rear. Double acting telescopic shock absorbers front and rear, rubber silent block at front ends of rear springs.

STEERING—Worm and roller steering gear with ratio 18.2 to 1 semi-irreversible type.

TRANSMISSION—All quiet automesh with helical gears throughout, quiet in all gears including reverse, blocker type, and synchronizer between 2nd and direct. Six ball and roller bearings in transmission. Steering column type handy control gearshift.

VENTILATION—Perfected clear vision system including swing type vents in front doors on all models and rear quarters on Special De Luxe 4-Door Sedan. Forward opening cowl ventilator equipped with screen.

WHEELS AND TIRES—Five demountable steel disc 16 x 4.00 air wheel type with safety-rim, four 16 x 6.00 tires.

WHEELBASE—117".

NOTE: All specifications subject to change without notice and without responsibility to the Chrysler Corporation of Canada, Limited, Dodge-DeSoto Division.

EQUIPMENT AS SHIPPED

*Special
De Luxe*

95 H.-P. Floating Power Engine. 5 Aero-disc 16" wheels. 4 600x16 4-ply tires. 14 Imp. gal. fuel tank. Safety glass throughout. Metal rear spring covers. Two sun visors. Dual tail lights. Dual windshield wipers (chrome). Dual horns (Airtone). Sealed beam headlamps. Remote control horn ring. Ash receiver, 1 front, all models; 1 rear, back of front seat, 4-Door Sedans; 2 rear, Lt. and Rt. quarters, Club Coupe. Front door vent windows. Rear quarter vent windows—4-Door Sedans. Drip moulding. Concealed running boards. Centre license plate lamp and license bracket. Arm rests in both front doors. Independent front wheel coil spring suspension. Hydraulic brakes. Hypoid type rear axle 3.9:1—coupes and sedans. Handy control gearshift. Oil-bath air cleaner and intake silencer. Oil filter. Vibration damper. Parking transmission brake. Bumpers and buffer plates on front and rear. Shock absorbers. Sway eliminator. Foot rest—sedans only. Genuine safety steel "Unitop" roof—all models. Glove compartment with lock. Counterbalanced luggage compartment lid. Auto jack. Radio grille. Cowl vent screen. Chrome body moulding. Chrome bead around windshield. Luggage compartment floor insulation. Imitation leather in doors. Robe cord. Assist straps. 17" steering wheel. Outside locks

on both doors. Chrome running board moulding. Automatic door switches. Button starter in instrument panel.

De Luxe

95 H.-P. Floating Power Engine. 5 Aero-disc 16" wheels. 4 600x16 4-ply tires. 14 Imp. gal. fuel tank. Safety glass throughout. Metal rear spring covers. Sealed beam headlamps. Dual tail lights. Dual windshield wipers. Dual horns. Ash receiver—1 front, 1 rear (sedans). Front door vent windows. Drip moulding. Outside door locks—both front doors. Concealed running boards. Centre license plate lamp and license bracket. Independent front wheel coil spring suspension. Hydraulic brakes. Hypoid type rear axle 3.9:1 ratio on both sedans and coupe. Stromberg carburetor with manual choke. Oil-bath air cleaner and intake silencer. Oil filter. Handy control gearshift. Parking brake on transmission. Bumpers and front bumper guards. Shock absorbers. Foot rest (sedans only). Genuine safety steel "Unitop" roof (all models). Glove compartment. Auto jack. Counterbalanced luggage compartment lid. Cowl vent screen. Chrome body moulding. Button starter in instrument panel. Sway eliminator. Luggage compartment floor insulation. Imitation leather scuff pads on bottom of doors.